SOME THINGS YOU OUGHT TO KNOW ABOUT

margarine

for America's daily bread

Margarine is not a new product. It has been widely used for more than 75 years.

However, in recent years, new and more highly refined ingredients have been developed. Improved techniques of manufacture have been adopted. Distribution methods have been perfected that bring margarine to your dinner table always fresh and sweet. Present-day knowledge of nutrition has resulted in uniform fortification with essential Vitamin A. (99% of all margarine is fortified to provide a minimum of 15,000 U.S.P. units of Vitamin A per pound.)

No other table spread is higher in quality, more wholesome and nutritious than modern margarine—the margarine you know today.

Margarine is now used daily in the most "particular" homes. (Over half* of all

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American homes serve margarine.) Children and grownups alike enjoy its fine, fresh flavor and smooth, spreadable texture.

Homemakers recognize its economy—nickels and dimes per pound that add up to dollars per year. This permits them to use margarine freely as a table spread and in cooking, too.

Mothers especially appreciate the dependable nutritional values that margarine contributes to their children's diets.

American farmers have another reason for boosting margarine: it provides a good market for some of their most important crops. Margarine is the largest customer for cottonseed oil and the second largest for soybean oil.

The pages that follow give you some interesting highlights on margarine.

*U.S. Bureau of Agricultural Economics, 1948.

margarine is a farm product

Soybeans were introduced to this country only a few years ago, yet they have become a major cash crop in many states. A bushel of soybeans yields from 8 to 10 pounds of oil. Margarine has become the second largest user of this nutritious food oil.

Cotton is the leading crop of the South. From the cotton required to make a 500-pound bale, 800 pounds of seed are obtained. This yields about 133 pounds of food oil. In 1948 margarine was the largest user of cottonseed oil.

Oils from the seeds or kernels of peanuts and corn are also used in margarine, as are oils obtained from refined meat fats. Margarine made entirely of vegetable oils is labeled "Vegetable Oleomargarine."

Pasteurized cultured skim milk is blended with the refined food oils to give margarine its characteristic sweet, fresh flavor.

Farmers of 44 states

GROW FOODS USED IN MAKING MARGARINE

ALABAMA
ARIZONA
ARKANSAS
CALIFORNIA
COLORADO
CONNECTICUT
DELAWARE
FLORIDA
GEORGIA
IDAHO
ILLINOIS
INDIANA
IOWA
KANSAS
KENTUCKY
LOUISIANA
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NEBRASKA
NEW JERSEY
NEW MEXICO
NEW YORK
NORTH CAROLINA
NORTH DAKOTA
OHIO
OKLAHOMA
OREGON
PENNSYLVANIA
SOUTH CAROLINA
SOUTH DAKOTA
TENNESSEE
TEXAS
UTAH
VERMONT
VIRGINIA
WASHINGTON
WEST VIRGINIA
WISCONSIN
WYOMING

Leading cottonseed-producing states (10,000 or more acres)

Leading soybean-producing states (10,000 or more acres)

Leading corn-producing states (10,000 or more acres)

Leading peanut-producing states (10,000 or more acres)

Leading cattle-producing states (1,500,000 or more head)

Because of the substantially increased demand for margarine, manufacturers encourage production of more of these excellent domestic food oils.

Why margarine "measures up"

Margarine is made (1) according to the Federal Definition and Standard of Identity; (2) to measure up to the quality standards individual manufacturers have set for their own brands; (3) to provide all of the nutritional advantages of a quality fat, table spread, and cooking ingredient.

For HEALTH

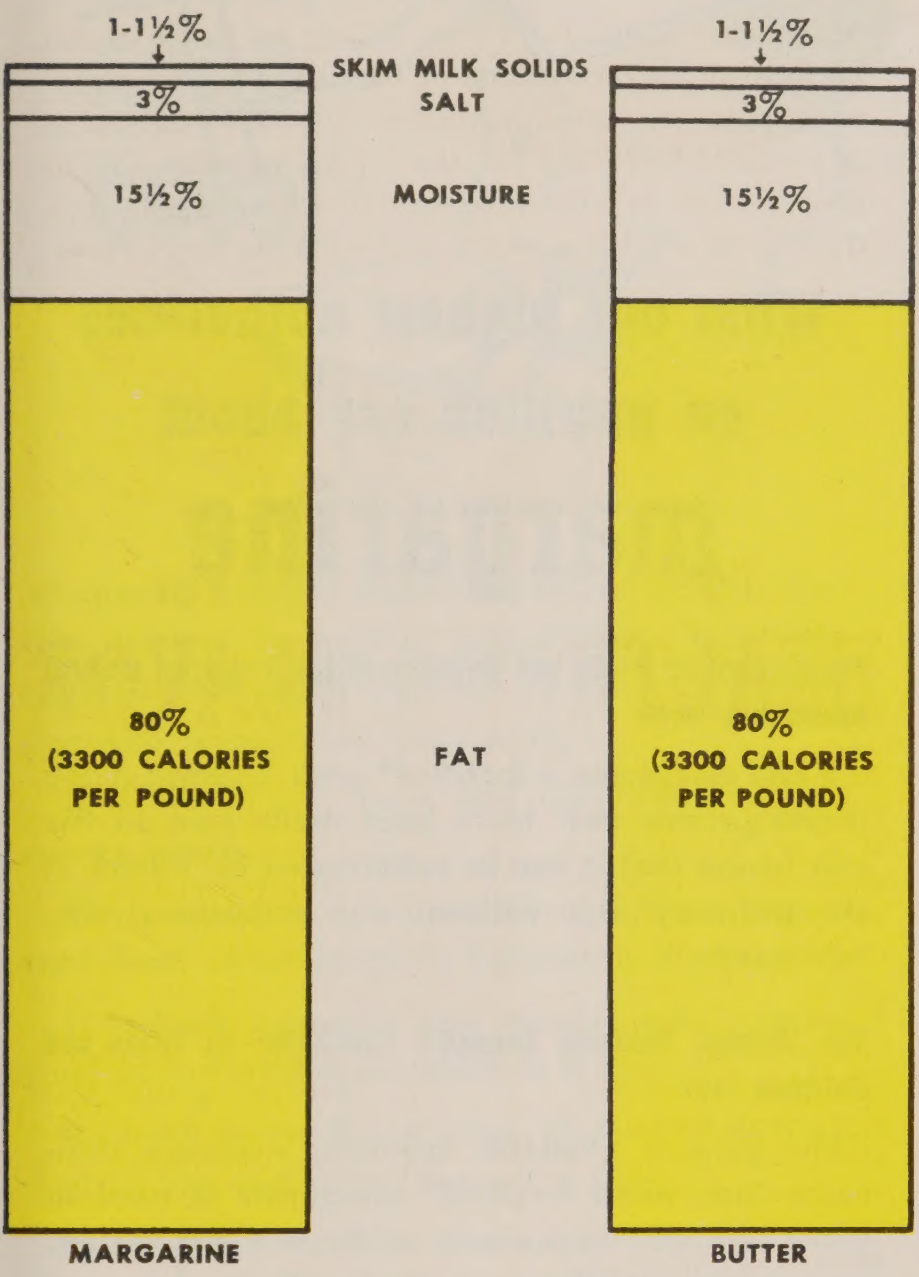
In the interest of good nutrition, a minimum of 15,000 U.S.P. units of essential Vitamin A per pound is added to most brands of margarine. The amount of Vitamin A present is always designated and is subject to Federal assay at all times. No other table spread gives you this assurance of dependable, uniform Vitamin A content.

For FLAVOR

The sweet, fresh flavor of modern margarine is imparted largely by the action of flavor cultures on the milk ingredients. One of these characteristic flavors (used also in the manufacture of butter) is known as diacetyl. When listed on the label, extra diacetyl is added to augment margarine's delicious flavor.

After Vitamin A and skim milk are added, margarine is processed to develop a smooth, spreadable texture, shaped and packaged. Margarine manufacturers throughout the industry continuously maintain the highest standards of cleanliness and quality control to assure the consumer a wholesome, nutritious product.

How margarine "measures up"



Margarine is a wholesome table fat . . . and America needs more table fats

Many authorities say that for best nutrition a person should get 34 pounds of table fat per year. (That is equal to 3 level tablespoons or 1½ ounces per person per day.) In prewar years, consumption was about 20 pounds per person per year, the highest level ever reached in America. In 1948, it was down to 16 pounds per person per year.

What our highest authorities on nutrition say about margarine

The Council on Foods and Nutrition of the American Medical Association says:

"When margarine is fortified* with Vitamin A the investigations that have been made lead to the conclusion that it can be substituted for butter in the ordinary diet without any nutritional disadvantage."

The National Research Council's Committee on Foods and Nutrition says:

"The present available scientific evidence indicates that when fortified* margarine is used in place of butter as a source of fat in a mixed diet, no nutritional differences can be observed."

The Committee on Public Health Relations of the New York Academy of Medicine recommends that wide publicity, both lay and professional, be given to the fact that margarine fortified* with Vitamin A is nutritionally equal to butter.

Fortified* Margarine is a Government-Recommended "Basic 7" Food

Fortified margarine is included in one of the food groups that our government recommends we eat every day for good nutrition.

**99% of all margarine is fortified to provide a minimum of 15,000 U.S.P. units of Vitamin A per pound.*

Margarine

Margarine is highly digestible, as proved by scientific studies in leading universities. Margarine supplies substantial amounts of the nutritionally essential unsaturated fatty acids.

It is one of our finest and most concentrated energy foods.

The year round we can count on it for an important share of the family's Vitamin A needs.

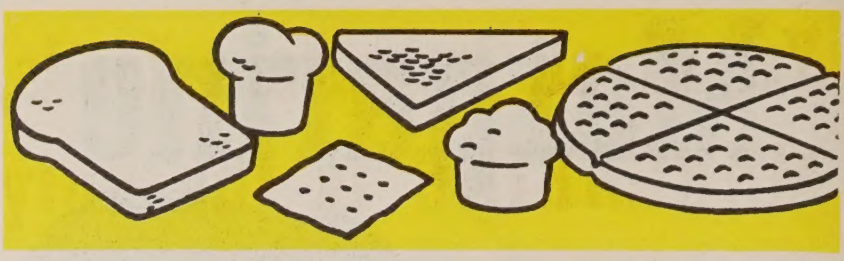
It spreads smoothly and evenly, and it tastes good on everything on which it is spread.

Its fresh, sweet flavor says, "Spread it gladly." And its low cost says, "Spread it freely."

Is there any wonder that margarine has won millions of new friends?

HOW USE OF MARGARINE HAS INCREASED

(Production in millions of pounds)

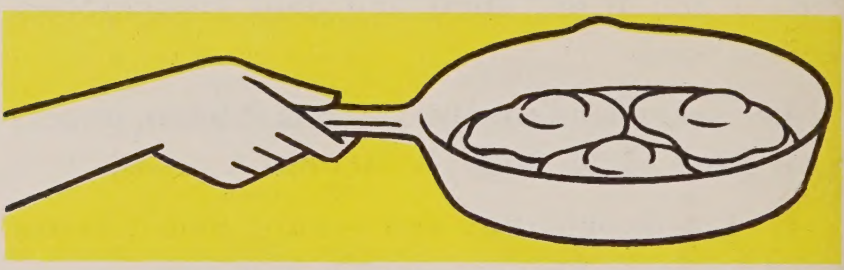


MARGARINE IS A GRAND TABLE SPREAD

Margarine retains its smooth, spreadable texture even when chilled. It melts in the mouth, releasing its rich, fresh flavor. Homemakers have found that it meets the most exacting requirements of a quality table spread.

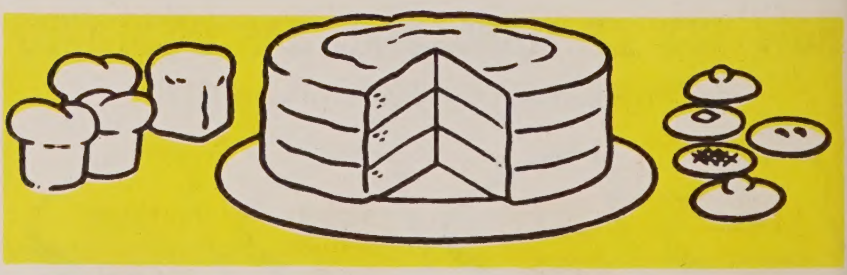
IT MAKES HOT VEGETABLES MORE APPETIZING

Baked potatoes and mashed vegetables, and vegetables cooked in water, have a more appealing flavor when you add margarine to them.



MARGARINE IS FINE FOR PAN-FRYING

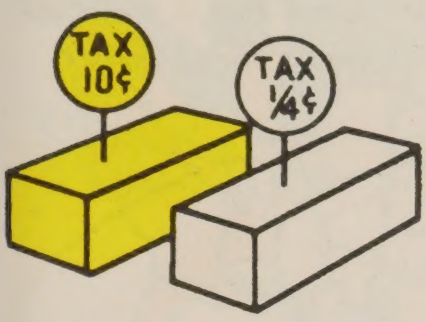
Eggs, fish, lean meats and French toast taste better when fried in margarine. Melted margarine brushed on lean meats, chicken or fish to be broiled improves appearance as well as flavor.



. . . AND A SUPERIOR SHORTENING FOR BAKING

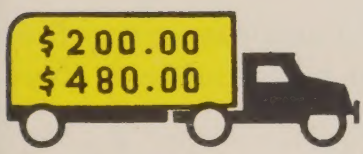
Margarine is a superior shortening for making cakes, cookies and muffins where you desire a delicate, delicious flavor. It's easy to blend with other ingredients, and creams so smoothly that many homemakers use it for icings, too.

Yet, of all important foods, MARGARINE is the only one that must carry these unusual Federal taxes

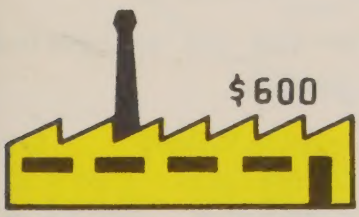


You have to pay, in the price of every pound of white margarine you buy, a hidden tax of ¼¢. You have to pay 10¢ a pound tax to get yellow margarine. (And in seventeen states you are prohibited from buying yellow margarine at any price.)

Your grocer has to buy a license costing $48 a year to sell you yellow margarine—$6 for selling white margarine.

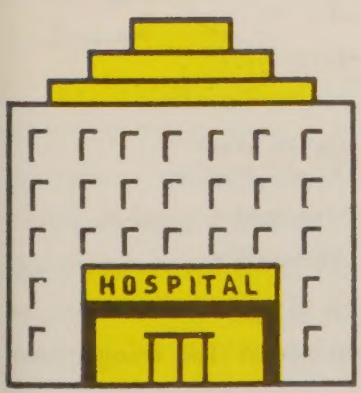


The wholesaler from whom your dealer gets his margarine must pay a license fee of $480 a year for the privilege of selling yellow margarine—$200 on white margarine.



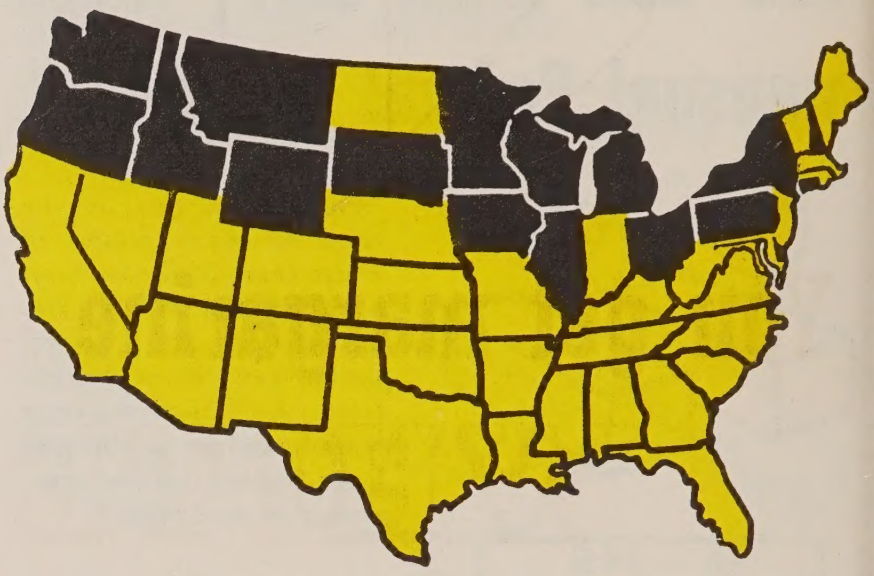
The manufacturer must also pay an annual license fee of $600 on the manufacture of all margarine.

THESE DISCRIMINATORY FEDERAL TAXES (PLUS SIMILAR TAXES IN SEVERAL STATES) PENALIZE YOU FOR BUYING AN EVERYDAY FOOD THAT OUR GOVERNMENT ITSELF RECOGNIZES AND RECOMMENDS AS BEING A "WHOLESOME AND NUTRITIOUS FOOD"



Other restrictive laws require hospitals, public eating establishments, charitable, religious and other institutions that buy and color margarine served as a spread to pay a yearly manufacturers' license fee of $600 plus an excise tax of 10¢ on each pound so colored.

In addition, the states shown in black bar the sale of yellow margarine



Laws in the states shown in black bar the sale of yellow margarine. Unless these laws are amended or repealed, residents cannot buy yellow margarine locally even if the Federal restrictions were lifted.

Note: Referendums to repeal anti-margarine laws are expected in Ohio (1949) and Michigan (Nov. 1950).

Also, these state laws apply to all margarine:

Six states charge an excise tax on margarine ranging from 5¢ to 20¢ per pound.

Idaho
Iowa
North Dakota
South Dakota
Utah
Wisconsin

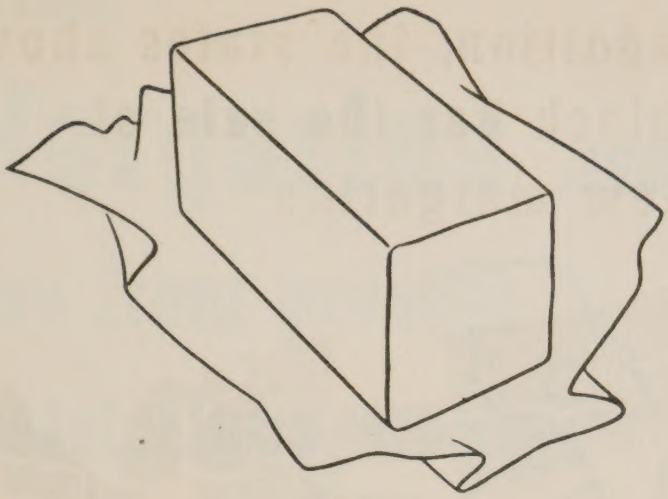
Eight states charge a retailers' license fee of 50¢ to $400 yearly.

Idaho
Massachusetts
Minnesota
Nebraska
North Dakota
Pennsylvania
Vermont
Wisconsin

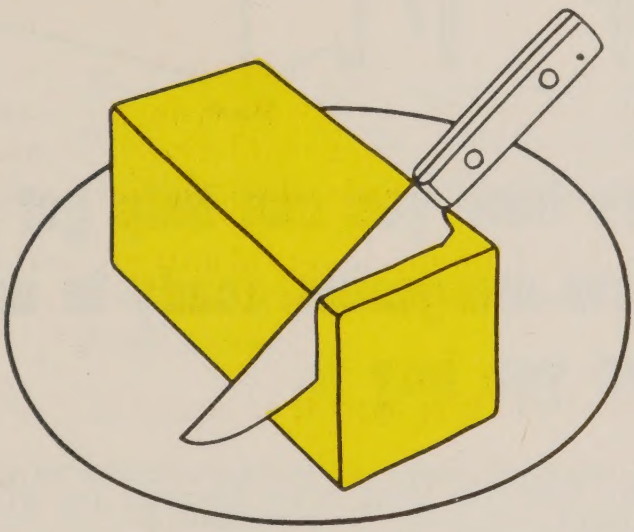
Eleven states charge a wholesalers' license fee of $1 to $500 yearly.

*California
*Colorado
Idaho
*Minnesota
*Montana
*Nebraska
North Carolina
*North Dakota
*Pennsylvania
Vermont
*Wisconsin

*These states also charge a manufacturers' license fee of $1 to $1,000 yearly.



You get margarine WHITE



You want it YELLOW

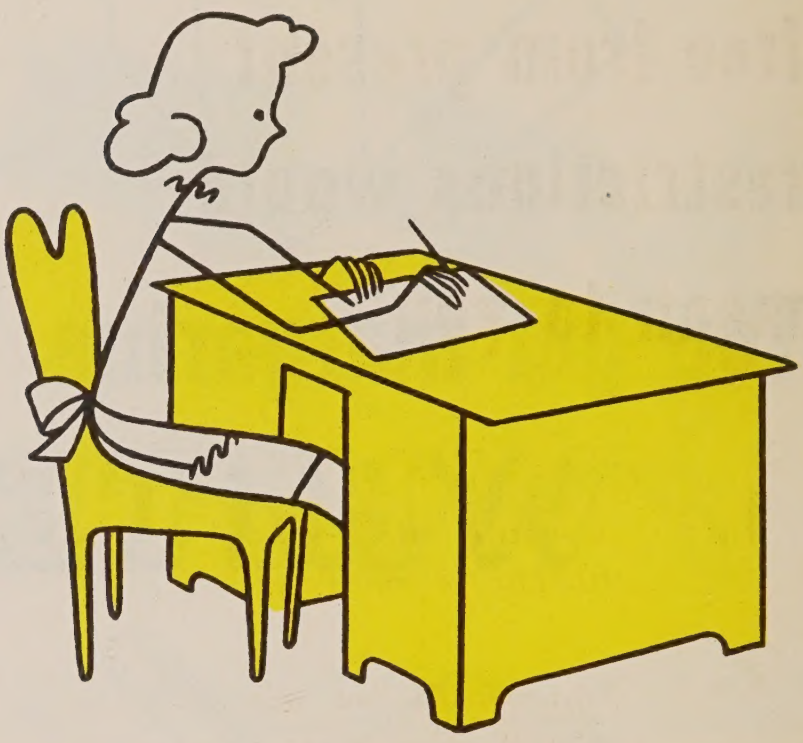
(and without excessive tax)

We know it would certainly save you time and bother if you didn't have to mix in the color yourself.

It would be a simple matter for manufacturers to color margarine yellow when it is made—at no extra cost to you.

But you have seen how discriminatory taxes and license fees would run the cost of yellow margarine much higher to you. And 17 states prohibit the sale of yellow margarine.

VOTERS:



Here's how you can help get yellow margarine, ready to use when you buy it

If you believe that you should be able to buy yellow margarine, ready to use, without paying unfair hidden taxes, write letters to your congressman and your senators. (If you don't know who they are, call your newspaper.)

Tell them in your own words what you think of this situation and what should be done about it. And write to your newspaper.

If you live in one of the states that restrict the sale of margarine or bar the sale of yellow margarine, write your state representative, too.

Also, make a note now to suggest that your club discuss anti-margarine laws and take action.

What Margarine free from present restrictions would mean to you

1. *It would allow you to buy yellow margarine, ready to use.*

2. *You would get margarine at its regular economy price, without paying unfair hidden taxes.*

3. *You could buy margarine at all food stores.*

Every present regulation that insures margarine being made and sold honestly—as the fine, clean, wholesome food that it is—would remain in force.

NATIONAL
ASSOCIATION
OF MARGARINE
MANUFACTURERS

Munsey Building, Washington 4, D. C.

"Margarine,"

YES!

"Oleo"? Oh, no!

An old law—dating from 1886—requires that margarine be labeled "Oleomargarine" because it was originally made of beef fat known as "oleo oil." This law has never been changed although vegetable margarines have largely replaced ones made with meat fats.

The modern term "margarine" is quite correct and more accurate.

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